

---

# Modernising production? *Know how.*

---

With funding from the European Union, we helped Sotupa, a company in Tunisia that manufactures health and beauty products, define their plan for the future and expand their business.



# Health and beauty product manufacturer, Tunisia

**We helped Sotupa, a manufacturer of health and beauty products from Monastir, Tunisia, create an operational plan for the next three years and expand into new markets at home and abroad. Since the project started in 2012, Sotupa's turnover has increased 29%.**

Founded as a family business in 1970, Sotupa is Tunisia's leading manufacturer of cotton buds, wet wipes and other hygiene products. When we started working with them, they had around 70 employees and sold their products across Tunisia, Algeria and Morocco under various brand names.

Sotupa is an ambitious company that is looking to expand its place in the market and set a course for long-term growth. We connected the company with Mr Steve Capstick, a cosmetics industry expert from the United Kingdom. The adviser has more than 15 years of experience in the industry, gained with some of the largest names in the business like Estee Lauder, Procter and Gamble and Revlon.



The adviser has helped Sotupa create a new brand for their products.

Working closely with Sotupa's senior management, our adviser:

- Helped the company develop a three-year operational plan, laying out their strategy for the future
- Recommended Sotupa also start exporting to Libya, and developed a strategy for the expansion
- Improved coordination between the sales, production and management teams
- Upgraded the packaging for their cotton products, both in design and material
- Planned the launch of a new skincare and shampoo brand for 2014.

We also assisted them in carrying out market research with a local consultant, paying a portion of the project costs. The research looked at the launch of their new line of toiletries. Midway through the project, Sotupa has successfully expanded sales into Libya and repositioned themselves under the 'Sensea' brand. The business has seen a 29% increase in turnover, with a 20% increase in sales for the newly repackaged cotton care range. Together with the adviser, the company is currently planning the launch of a new shampoo product for Libyan and African markets, as well as researching other markets they could move into, building on their solid foundations for growth.

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Turnover  
**+29%**

Productivity  
**+19%**

Cotton bud sales  
**+20%**

Client contribution  
**€13,390**

Total project value to date  
**€71,280**

Case-ALL-eng-Apr14